

Discovering new opportunities for Business Growth?

In this economic environment, where budgets and resources are being cut back significantly, companies are looking for credible ways to discover new opportunities for **Business Growth**. It is not just about working harder or longer, it is about the skill of creating different and better outcomes with the resources you currently possess but may seldom use.

Most companies have been restructured, reengineered, and de-layered. With significant efficiencies already gained across most businesses, what is your plan to grow your company or brand revenue with less people, less resources and less time than you had before your targets were maintained or even increased?

Companies not only need to be able to think of new ideas, but they also need to ensure that they intersect with real consumer insight to create real value for their products, brands and company.

Our approach to Business Growth provides companies:

- with a **tangible** and **acceptable** return on their investment
- a **methodology** they can use going forward to drive ongoing business growth
- a **systematic** approach to business growth
- **fresh usable insights** to feed into new business growth opportunities.

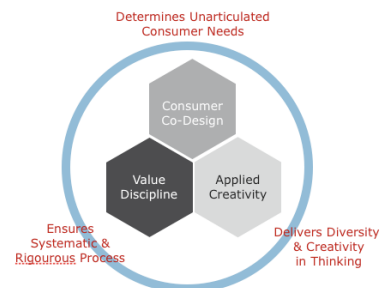
How are we delivering?

Proto Partners approach to business growth leverages the following three elements throughout our entire process:

- **Commercial Rigour** - for credible growth
- **Consumer Co-Design** - to find those unarticulated needs that will drive new growth
- **Applied Creativity** - to deliver a diverse range of new business ideas

Our clients want an approach they can understand and participate in, the opportunity to access diverse and creative thinking when appropriate and

most importantly, the ability to uncover unarticulated consumer needs, opening up white space areas that will deliver new revenue streams.



Most CEO's and Marketing Directors are focused purely on generating increased demand from their customers for their products and services. It is the single reason why they exist.

The outcomes we generate for our clients normally results in new revenue streams from:

- **New Products and Services**
- **New Categories or New Markets**
- **New Business Models**

How you benefit from working with Proto Partners?

Global Best Practice proves that when our approach is applied to the whole creative and commercial generation process, that the chances of success increases by 65% - creating real commercial value for our clients.

So your issues can be better understood by us and we can also suggest some ideas relative to your environment which can help you with your growth targets, please feel free to contact us.

Performance rewards are the DNA of our work. Our remuneration depends on your success.

Contact

Damian Kernahan - Managing Partner
damian.kernahan@protopartners.com.au
 Phone: 02 8113 2311